

Profile – Word Wizard

Dunedin's small business communication experts

Word Wizard is a Dunedin based copywriting business offering independent professional communication services.

The company works primarily with small to medium businesses, crafting attention-grabbing text for all types of marketing documents. Principal among these is web content but equally important are sales letters, advertisements, advertorial, press material, flyers, brochures and newsletters.

For companies to be successful in today's economic environment, they need a range of top quality marketing material that makes them stand out from their competition. They also need independent advice to help choose the most appropriate marketing tactics to reach their goals. Many companies lack the resources (time and skills), settling for inferior materials that are a waste of their marketing budget.

Word Wizard is able to provide both the advice and the words to help businesses achieve their aims.

In addition to copywriting, Word Wizard also tackles editing projects and presents customised seminars and workshops for clients that include the Otago Southland Employers' Association.

Local clients include Adams, Dunedin International Airport, TracPlus, Taieri Gorge Railway, Waikouaiti Coast Heritage Centre, Refind Rig, Domain Road Vineyard, Blueskin Resilient Communities Trust and Escea.

Find Word Wizard Online

Web: www.wordwizard.co.nz

LinkedIn: <http://nz.linkedin.com/in/wordwizard>

Twitter: www.twitter.com/wordwizardnz

Facebook: www.facebook.com/wordwizard

Blog: www.wordwizard.co.nz/blog



Personal Profile



Lynnaire Johnston

Word Wizard's wordsmith-in-chief is Lynnaire Johnston. She is driven by the desire to rid the world of poorly written and presented materials that reflect badly on the companies which produce them.

Lynnaire came to copywriting and marketing communications via radio, publishing and local government which gave her an exhaustive understanding of the vast array of communication tactics needed by today's businesses.

Many years in radio as a reporter, news reader and announcer taught her the value of deadlines and how to speak and present well. Her time at Radio Hauraki, Radio Pacific, 91FM and 2GB in Sydney was well spent.

Several stints in publishing showed her how to write articles that get read, and led to one of the magazines she edited winning a national award in 2010.

Time working for Auckland City gave her an ongoing distaste for acronyms and incomprehensible jargon, and taught her the importance of being able to relate to everyone from CEOs to cleaners.

Five years as editor of the country's top automotive business publication put her behind the wheel of a new car every week (some of them worth more than her house!) and took her to exotic locations.



A decade as grant-writer for Ambury Park Riding Centre gave her an appreciation for how difficult life can be for people suffering physical, mental and intellectual disabilities.

Moving from Auckland to Blueskin Bay, just north of Dunedin, in 2008 was a major lifestyle change requiring her to rebuild her copywriting business from the ground up. Instrumental in her being able to do so has been her ongoing involvement with networking organisation, BNI, and the support of local businesses.

Lynnaire makes a range of handmade preserves under the label Village Potager, which, along with plants and produce, she sells at local markets and from a shop at her Waitati gate.

Significant milestones

- A press release which resulted in an employment solutions client appearing on the leading prime time current affairs television programme.
- An article in a suburban newspaper which produced \$70,000 worth of business for a chiropractic client.
- A magazine under her editorship, BeautyNZ, which was awarded Magazine of the Year (custom publishing) in 2010.

“ What Businesses Say About Word Wizard

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“I would like to tell the world what an amazing lady Lynnaire Johnston of Word Wizard is. Lynnaire has taken our mundane marketing material and turned it into marketing brilliance. Nothing was a bother, she is clever with words, has a fantastic grasp on listening to the needs of the client and then delivering a quick, efficient, professional and punchy script. I would recommend her to anyone wanting to enhance their business profile.”

Denise Robinson,

Property Management Works – June 2012

“All I can say is wow! I know you have a fantastic way with words, but this is just brilliant. If I had your command of the language I would shower you with witty and moving words of appreciation.”

Kunal Paranjpe,

Corporate Traveller – January 2012

“Love the title! Very catchy. Also, there is the guts of a good press release as well. Thank you Mrs Word Wizard!”

Maree Mills, director,

Hastings City Art Gallery – August 2011

“Love it!! Exactly what we were after!”

Ella Barclay, executive director,

The Successful Investor, Melbourne – March 2011

“We are really pleased with the website – have even had a new resident from it. You were a pleasure to work with.”

Kirsten,

Marne Street Hospital – December 2010

“Superb!!!!!! You did a wicked job.”

Matt Hockley, manager,

4 Corners Property Ltd – June, 2010

“I do appreciate the enormous hours you put into editing it [my book: Danger at Devil's Cove] and your excellent feedback. The skills you taught me have changed the way I write.”

Marilyn Bakker,

Author – November 2010

“I paid you immediately as another way to thank you for the excellent job you have done. I have received heaps of great comments about the website, and a lot of that is down to your spin on things.”

Mark Preston, managing director,

Adams – October, 2010

“I've been talking to some advertising people, sent them what we've done with the web site and they said this: “We both agree that it is very good. The wording through the website is great, easy to follow and the instructions are essential. So all round well done.”

Sandy McKenzie,

McKenzie Heating – May 2010

“Simply put, you are stunning! You truly are the Word Wizard indeed. You are a star.”

Campbell Downie, general manager,

Positive Retail IT Solutions – April 2010

“Out of all the advertising we did when we launched Fit Feet Podiatry, the advertorial Lynnaire wrote for our business was the most successful.”

David Ilian, owner,

Fit Feet Podiatry – March 2010





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Dynamic communications that save you time and money

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